



Diseñando para el planeta: estamos haciendo suficiente? [

2021

text (article)

Analítica

Design has always expressed itself through its cultural intervention in society, accompanying or inducing technological innovation, changing behaviours and shaping the artificial world in which we live, imbuing it with new meaning and sensemaking. Regarding design for social innovation, there is now a new wave of social innovations more concerned with the environment, with younger generations taking the lead and taking to action. And there is also a general perception that society and companies are more active and participatory in actions to defend the planet, but are designers following these changes? Given the unpredictability of events and the speed of change, designers should be more proactive than ever. Designers have the ability and capability of observing the world and finding solutions to problems, to anticipate other problems, and more importantly, to devise opportunities to innovate and avoid future problems. Are we doing enough?

_____ *Text of the conference: "Designing for the planet: Are we doing enough?"
Delivered on 22 November at the 9th BID_Ensenanza y Diseño Meeting (Madrid). Meeting organised by DIMAD in the framework of the BID, held at the Central de Diseño de Matadero Madrid, Spain

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